



Between the lines

MARCH / APRIL 2008

A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

Library Study and Budget Issues for 2008 – New Technology, Elimination of Reserve Fee and Branch Library



Thousands of materials are checked in and checked out every day at the Library. A cost/benefit study is currently underway to consider implementation of a Radio Frequency Identification System (RFID) and automated materials handling system. The photo above shows a particularly busy day in January 2008.

By Deborah Barrow, Library Director

At the annual Study and Budget Issues workshop held in January, City Council voted for the Library to explore three issues this year. As part of the Library's budget proposal, staff will perform a cost/benefit analysis to implement a Radio Frequency Identification (RFID) system to automate materials handling. Some libraries use RFID systems to automatically check-out and check-in materials, which in particular, speeds up the process of checking in materials and getting them returned to the shelves faster. Such a system would be very helpful in Sunnyvale to process the high volume of materials checked out. The Library also will look at the possibility of eliminating the 50¢ fee to reserve materials. These two budget issues were put forward by the Board of Library Trustees for Council consideration and have been approved only for study, as part of the budget process.

City Council also requested the study of a branch library for Sunnyvale in a leased facility. While the *Sunnyvale Library of the Future Study and Strategy* explored the construction of a joint library with Columbia Middle School, City Council has agreed to this new study with the stipulation that all areas of Sunnyvale be reviewed for potential lease space for a branch

library rather than constructing a new building. The *Sunnyvale Library of the Future Study and Strategy* provides a framework to determine the optimal size, staffing, location and budget considerations for Sunnyvale's library buildings. This information will be used in examining branch library possibilities; and Library staff will seek community feedback through our Web site and a community forum scheduled for Thursday, May 29 at 6:30 p.m. Please sign up for the Library's e-mail alerts at www.sunnyvalelibrary.org to participate and stay informed on the progress of these issues, or call the Library at (408) 730-7314, TDD (408) 730-7501 for more information.

How to Save Time in a Digital World

By Garrett Kuramoto

The Library seeks to be a gateway to information for our community. Frequent Library visitors know that they can always find new and exciting materials as well as informative and entertaining programs every time they walk through our doors. But we are always seeking new ways to keep occasional visitors and not-yet-Library patrons informed of everything their

What Do Librarians Read?

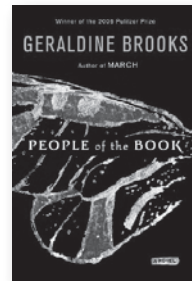
By Christine Doxtad

Librarians are notorious readers. So who better to ask for suggestions when I came to the end of my reading list? My colleagues did not disappoint and the result was a list of titles as diverse and interesting as the librarians who suggested them. My nightstand is once again well-stocked and hopefully, yours will be too.

Fiction

People of the Book by Geraldine Brooks

A love story, mystery, and history lesson all in one involving a rare book expert who examines the Sarajevo Haggadah, an illuminated Hebrew manuscript from the 15th century.



Duma Key

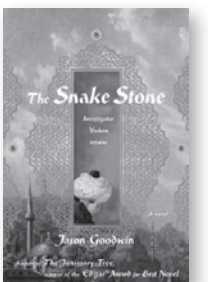
by Stephen King
The gripping story of Edgar Freemantle and his recovery from an accident that stole his arm and ended his marriage. Stephen King at his best.



The Race by Richard North Patterson
Taking a break from his usual courtroom thrillers, Patterson focuses on a heated presidential primary.

Snake Stone by Jason Goodwin

Yahim, a Turkish eunuch, attempts to clear his name and uncovers a secret society, sacred relics and underground tunnels. A vibrant sequel to **The Janissary Tree**.



Taiko: An Epic Novel of War and Glory in Feudal Japan by Eiji Yoshikawa
A captivating story of action, intrigue and heartbreak set in 16th century Japan.

Touchstone by Laurie King
A remote cottage in Cornwall is the setting for a gripping tale of intrigue and terrorism.

The Yiddish Policemen's Union by Michael Chabon
The author takes an extraordinary concept, that of 2 million Jews during WWII relocating to Alaska instead of Israel.

Nonfiction

Devil's Teeth by Susan Casey
The author takes us to the Farallon Islands for her suspenseful tale of the thrills of shark watching.



The Good, The Bad and Me: In my Anecdotalage by Eli Wallach
Wallach recollects funny and charming memories of his interactions with fellow actors and directors.

Heart of the World: A Journey to the Last Secret Place by Ian Baker
A captivating story of exploration and discovery as the author travels to the heart of Tibet.

Last of the Donkey Pilgrims by Kevin O'Hara
What better way to experience the beauty of Ireland than to see it the old-fashioned way – on a donkey cart. A delightful and unusual travelogue.

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community library has to offer.

We provide a number of ways to find out about Library news electronically such as through our Library Web site, www.sunnyvalelibrary.org, and a variety of types of e-mail subscriptions. The very newsletter you are currently reading is also available electronically as a PDF file. These

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For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

www.sunnyvalelibrary.org

New Magazines Added to the Library Collection

By Christine Doxtad

Each year, the library adds new titles to the magazine collection based on recommendations from the public and the media. Decisions are made according to whether the magazine has broad appeal, fills a niche and is published by a reputable publisher. Of course, it must also meet our budget guidelines and be easily obtainable.

Listed below are the new magazines you can look forward to reading in 2008. The current issue of a magazine is placed in a plastic cover and cannot be checked out. Older issues are located under the shelf and can be checked out for a week.

Ellery Queen’s Mystery Magazine

Touted as “the world’s leading mystery magazine,” each issue contains award-winning short stories, book reviews and a mystery crossword.

Fast Company

Dedicated to reporting about how the world’s most interesting and innovative companies do what they do. It contains articles on best practices, lessons learned and case studies.



Interweave knits

Each issue is packed with captivating designs, step-by-step instructions and lively articles of interest to the beginning knitter as well as the advanced.



Inventor’s Digest

This magazine is committed to the education and inspiration of independent and professional innovators. It delivers useful, entertaining and cutting-edge information for inventors everywhere.

Johns Hopkins Medical Letter: Health after 50

The premier newsletter for healthy living in the second half of life. World-renowned experts give clear, practical health advice to help you prevent or manage the conditions that interfere with healthy aging.

Shojo Beat

An original manga anthology magazine targeted toward older teenage girls. (The word “shojo” means “girl” in Japanese). It includes articles about girls who make a difference, fashion columns and more.



Vogue Knitting International

Each issue features more than forty fashion-forward projects by the leading talents in international fiber design. Complete, detailed instructions are included with exclusive articles, tips and techniques.

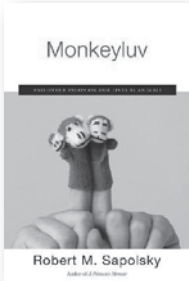


What Do Librarians Read

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Monkeyluv and Other Essays on Our Lives as Animals

by Robert Sapolsky
A thoughtful and entertaining essay collection about that fascinating creature, the human animal. Dr. Sapolsky is a professor at Stanford University.



Sala’s Gift: My Mother’s Holocaust Story

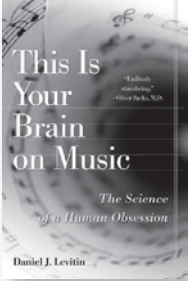
by Ann Kirschner
This incredibly moving book is a testament to the human spirit’s capacity for love and courage.



The Sword of Attila: A Novel of the Last Years of Rome by Michael Curtis Ford
Ford brings to life the struggling Roman empire in 400 A.D. in this well-researched novel of military history.

This is Your Brain on Music: The Science of a Human Obsession

by Daniel J. Levitin
With snappy prose and a relaxed style, Levitin discusses the mystery of music and why it affects us so deeply.



Wild Swans: Three Daughters of China

by Jung Chang
A moving and provocative story of three generations of women in China during the political upheaval of 20th century China.

You Can Do It!: the Boomer’s Guide to a Great Retirement

by Jonathan D. Pond
Presented with humor and wit, the author puts forth his plan for saving for retirement. Good for any age, not just Baby Boomers.



Digital World

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methods do work, but there are other methods of communication which operate more efficiently, alerting you to updated information as that information is published and in one central location. Many of our current initiatives take advantage of RSS, a dynamic way to publish information electronically.

One of the greatest strengths of RSS is its ease of use. All you need to do is sign up for a free online feed reader, and then subscribe to whichever sources of information you desire! It sounds simple because it really is.

Your first step into RSS will be to select a feed reader. These are sometimes referred to as newsreaders or aggregators. Two of the most popular feed readers are Bloglines and Google Reader. Both are totally free and have a simple sign up process. If you already have a Google account, such as a Gmail address, you can use your existing account to activate Google Reader, resulting in one less username and password to remember! There are countless other readers available, and many e-mail systems and mobile devices also have RSS capability, so you may already be ready to go!

Once you create your feed reader account, you should take some time to explore the site. Bloglines and Google Reader both provide tutorials to help you navigate their site features and demonstrate how to subscribe to and read your chosen RSS feeds. We use the term subscribe because it very accurately describes how RSS is used.

Here is an example. I like reading articles from a particular news Web site that publishes an RSS feed. When I subscribe to the feed, I am asking for every new article to be sent to me automatically, just like I would receive issues of a magazine subscription. Each new article will be added to a list in my feed reader. When I sign into my account, I can see all the new articles that were added since the last time I checked. It doesn’t matter whether I check once a day or once a month, the new articles will wait until I’m ready to read them, and I never have to sift through old articles I’ve already seen.

In the example, I save time and effort by not having to go to the actual site to find new articles. Where RSS really flexes its muscle is when you start adding more feeds. Each site you subscribe to will display in your feed reader as a single line in your feed list. Feeds containing new articles that you haven’t read will be highlighted. So whether you have 2 or 200 subscriptions, you can see at a glance which ones are worth reading and skip everything else. Your time savings will be substantial.

Once you’ve chosen your feed reader and understand its main features, your next step will be to find interesting feeds to subscribe to. If you currently bookmark Web sites you visit regularly, you might want to check if any of those sites publish an RSS feed. How will you know? Nearly every publisher indicates the availability of an RSS feed with one of two types of symbols. The standard RSS symbol is an orange, square-shaped icon with a dot and two curved lines. Another

common RSS symbol is a chiclet, which is a thin, rectangular icon, often containing the letters RSS or names of popular feed readers. Clicking an RSS icon typically will lead you through a process of subscribing to the available feed or identify a web page address that can be copied into your feed reader. The whole process typically takes less than a minute, and after you subscribe to the feed, it will appear every time you log into your feed reader.

Now that you are on your way to becoming an RSS expert, you don’t want to forget to add some library feeds to your reading list. We are currently publishing a number of RSS feeds, including Sunnyvale Library Today, a blog written by Library Director Deborah Barrow, Pass It On, a broad collection of news and events published by Adult Services librarians, and Library Podcasts, an archive of recordings of library programs and classes. Our newest available feed is a Calendar feed containing all of our upcoming events. We are also developing new feeds such as lists of new items in the collection, hold pickup notices, and due date alerts. Your one-stop source for all of our feeds is the brand new Blogs & Feeds page on our Library Web site, so check it out today!

If you are still not sure about saving time and energy with RSS, there are plenty of ways to learn more. RSS is discussed in our free Blogs & Blogging class, which is offered every quarter. There are also countless RSS tutorials available on the internet, including the extremely popular web video RSS in Plain English, by CommonCraft.com. Happy browsing!



Sunnyvale Public Library
665 W. Olive Ave., Sunnyvale, CA 94086

Library Hours

Monday – Thursday	10 a.m. – 9 p.m.
Friday & Saturday	10 a.m. – 6 p.m.
Sunday	Noon – 8 p.m.

Book and media drops are located outside the Library for after-hours returns.

Telephone Numbers

Telephone Numbers	Area Code
Borrowers’ Records	(408) 730-2748
Children’s & Teen Services	(408) 730-7292
Deaf Access: TDD	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-2748
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals (Automated)	(408) 730-7310
Special Outreach Services	(408) 730-7306

Library Web Site

www.sunnyvalelibrary.org

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.